

CSUSB FOUNDATION

Building a Culture of Philanthropy

EXECUTIVE COMMITTEE MEETING
Thursday, May 28, 2015 ~ 3:00 P.M.

Pursuant to notice given, the Executive Committee of the CSUSB Philanthropic Foundation convened for a regular meeting at California State University, San Bernardino, 5500 University Parkway, San Bernardino, University Enterprises Board Room, on May 28, 2015.

Members Present:

Mark Edwards, *Vice Chairperson; Advocacy Committee Chair*
James Ferguson, *Secretary*
Ron Fremont, *Executive Director*
Douglas R. Freer, *Treasurer*
Brian Haynes
Cole Jackson, *Audit Committee Chair*
Mark Kaenel, *Alumni Committee Chair*
Tomás D. Morales, *President*
Neale Perkins
William M. Stevenson, *Investment Committee Chair*
Samuel Sudhakar
Edward C. Teyber
Ellen G. Weisser, *Chairperson*

Members Absent:

Alfredo Barcenas
Andrew Bodman

Guests Present:

Beth Brenner
Doreen Hatcher
Lisa Iannolo
Pam Langford
Sarah Powell
Crystal Vickery

Welcome

Weisser called the meeting to order at 3:05 P.M.

Approval of the Minutes for Executive Committee Meeting-February 26, 2015

Motion: The minutes of the February 26, 2015 Executive Committee Meeting were reviewed and approved (Stevenson/Kaenel/Unanimous).

Executive Director Report

Fremont thanked everyone for their efforts in support of CSUSB and noted that it has been a great year as a result of Development and Advancement endeavors. He pointed to the fundraising summary page, namely, the Dashboard Indicators. To date, fundraising dollars have totaled \$12.2 million, with \$8.8 million attributed to the land donation from the City of Palm Desert to the Palm Desert Campus. He contended that even without the land gift, he has confidence that this year will exceed last year's fundraising achievements. He said over \$30 million in gifts have been solicited on behalf of CSUSB and should close within the next year to year and a half. He thanked Beth and her Development team and said the success was resultant of having great research, stewardship and serious development professionals. He then displayed a graph that showed yearly fundraising amounts raised over a ten-year period. It illustrated a general trend toward increasing every year, with this year being the highest fundraising year in the past 10 years. Alumni-giving is up 74% and parent-giving is up 25% due to investments into annual giving and increased communication with parents.

Fremont then segued into the calendar of events for the CSUSB 50th Anniversary. Currently, there are approximately 150 planned events. He mentioned that more marketing memorabilia and billboards will be displayed in key spots throughout the Inland Empire and the Coachella Valley.

He also announced that there will be a new Philanthropic Board website, which will go live next month.

Financial Review

Iannolo presented the data from the balance sheet and the income statement for the Philanthropic Foundation for the month of April. She asserted that the foundation is in a good position with a lot of cash on hand. She explained that there is \$4.6 million in a short term bond fund and even with an imminent rise in interest rates, the advisors at Beacon Pointe advise to keep the money there. Pledge receivables have gone down due to realizing those pledges. The largest expenditure is providing scholarships, which is the main charge of the foundation. Total Liabilities and Net Assets is \$36.8 million.

Investment Committee Report

Weisser presented the report on the investment committee meeting that was held last week. At the first quarter, the ending market value of the endowments is \$24.4 million and with the charitable remainder trusts, is closer to \$26.1 million. She shared a chart that displayed the return vs. risks of funds over multiple time periods. One of CPF's funds, St. James, demonstrated consistent returns with minimal risk, over multiple time periods. In other words, it is a fund that provides returns steadily. She also pointed out that three of CPF's managers who make up the highest percentage of CPF's portfolio happen to have the highest returns and those managers are Vaughan Nelson, Dodge & Cox International Stock and IVA International I.

Alumni Committee Report

Kaenel shared the progress of the alumni committee. As of July 1, 2014 there are 547 annual members of the Alumni Association and about 600 lifetime members. He announced that 73 alumni have signed up for the E-Mentor program, which is a program that will allow students to contact alumni and receive feedback on their resumes and conduct mock interviews. Doreen also announced the launching of the Alumni Professor for a Day Program on October 14, 2015. They are seeking 50 alumni to participate in the program in honor of the 50th anniversary celebration. On the report, there was a listing of Alumni Career events, social events and networking events that are planned through the rest of the calendar year.

Advocacy Report

Edwards delivered his Advocacy Committee report. He announced positive news that projections of state revenues have increased substantially from the projections on which the Governor based his initial budget. The Governor's Department of Finance forecasted an additional \$6.7 billion in revenues and the Legislative Analyst's office calculates an additional \$9.8 billion. In the Governor's initial budget for the upcoming fiscal year, \$119.5 million new dollars was earmarked for the CSU system, an amount that was \$97 million less than what the CSU Board of Trustees requested. In his May rewrite of the budget, the Governor proposed an additional \$38 million over his initial \$119.5 million allocation of new monies.

Edwards along with a small group that included Langford and Fremont traveled to Sacramento last Tuesday to meet with local legislators and lobby for increased funding to meet the \$97 million additional budget request made by the Trustees. Edwards expressed confidence that the final State Budget could meet the behest of additional funding outlined by the Trustees, but he contends that he may be wrong.

2015-16 CSUSB Philanthropic Foundation Budget

Fremont shared the proposed Philanthropic Foundation Budget for the 2015-16 academic year. Total operating revenues and operating expenses are anticipated to be higher than last year with a net operating income at \$13,712 compared to last year's \$12,662. Total Net Reserve is anticipated to be \$59,916. In December of 2014, a Reserve Policy was agreed upon as a sound business practice to have at least \$54,365 in reserves.

Motion: To approve the 2015-2016 CSUSB Philanthropic Foundation Proposed Budget Plan as drafted (Cole/Perkins/Unanimous).

Articles of Incorporation Update

Fremont requested a vote to update the Articles of Incorporation to align with revisions made to the Bylaws and voted upon by the Board at the March 2015 meeting. Under Article III, provisions d and e were added, which reads: d) to provide philanthropically-related counsel and assistance to the President of the California State University and e) to advance California State University, San Bernardino throughout the region by engaging in meaningful partnerships that elevate educational opportunities. A minor grammatical error was found and will be corrected.

Motion: To approve the updates to the Articles of Incorporation with the minor edit. (Jackson/Edwards/Unanimous).

Review Draft Agenda for 6/4/15 BOD Meeting

Fremont shared the agenda for the Board of Directors Meeting on June 4, 2015. He said that Diane Podolske will make a presentation on the impact CSUSB has on the community at the meeting and anticipates the Board will enjoy her speech.

2015-16 Board of Directors Meeting Dates

Fremont announced the dates and locations for next year's Board, Executive and Investment Committee meetings. He said that for March's meeting, the Palm Desert location might be altered to some place off campus and not in the desert region.

Events of Notes

Fremont highlighted special events that will take place. On Saturday, August 8, 2015 at the home of Neale Perkins, the Mountain Communities event, Pinecones et Pinot, will preside.

Another important event that Fremont shared was the Legacy of Leadership, which will be held on Sunday, September 20, 2015. Leaders who played a pivotal role in the CSUSB's history will make presentations. An endowment will be created at the event, called the Legacy of Leadership Endowment that will allow current and future Presidents to fund leadership development events for faculty, staff and students.

Finally, Fremont outlined the details of the Convocation event, which is scheduled Monday, September 20, 2015 from 9:00 A.M.-10:00 A.M. The President will give his State of the University Address and will kick off the beginning of the academic year. There will be a full day of events planned.

Adjourn

Motion: Meeting was adjourned at 4:25 P.M. (Perkins/Morales/unanimous)

Minutes Approval:

Signature: Douglas R Freer Date: 9/10/15

Print Name: DOUGLAS R FREER

Board Position: SECRETARY/TREASURER